



FASHION INTERNATIONAL

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Intimate Apparel: Take a new look! There's more to it than meets the eye

This merchandise department needs some serious re-thinking. Time was when there were "foundations," "daywear" (slips and panties), "sleepwear," and "loungewear." Now the lines are blurring . . . for the market, the stores, and most importantly, the customers.

Is the tricot body-shaping gown for the bedroom or the living room? Are printed bras and bikinis "foundations" only—or also—to wear on the beach? Are those pajamas just for sleeping or for lounging too?

Department stores need to think about these new uses for "intimate" apparel and to take steps to do away with all those jurisdictional disputes.

What better moment than now—with the January Market upon us—to do some deep thinking. Remember: when dress departments began to carry "sportswear." The sportswear buyer probably wasn't happy. But sports business was fantastic anyway. Can this thinking carry over to "intimate apparel?" We think so!

Chicago hosts menswear retailers and fashion editors in mid-February

Menswear Retailers of America hold their annual convention in Chicago Feb. 16, 17, 18 . . . opening the Fall '73-74 market period. Eight thousand store units and 300 menswear and haberdashery manufacturers participate in the exhibition at McCormick Place.

Simultaneously, 200 editors will attend the annual Spring-Summer and Fall press preview at the Hotel Drake, Feb. 14-18 . . . under the auspices of the Men's Fashion Association of America.

Boutiques are booming in Rome's Fashion Grid

New boutiques are springing up everywhere in Rome's Fashion Grid, the four streets parallel to and flanking either side of via Condotti and bounded by Piazza di Spagna and the Corso. And the boom is spreading toward Piazza del Popoli.

Top French shops abound here . . . so if you're not going to Paris, you can see St. Laurent Rive Gauche, Ungaro, Givenchy, Loris (of the sexy evening clothes), Courreges, Dorothee Bis (at Diana Bis).

For accessories:

Gherardini, via Bocca di Leone. Trend-setting designers of bags, belts, luggage. Long established in Florence. Open in Rome only 1 year.

Armando Rioda, via Belsiana 90A. Fine craftsman of handbags, luggage, etc. who sells to several boutiques in area. Classic designs at comparatively low prices for such workmanship. Be ready to climb two flights.

La Pierez, via delle Carrozze 85C. New jewelry boutique—tortoise shell, semi-precious stones, sterling silver. \$18 buys a great square ivory ring inlaid with gold. They've begun to deal with Saks 5th and Bloomingdale's.

Sphinx, via Gregoriana 16. Wild barbaric jewelry and belts of Aztec inspiration with semi-precious beads and precious metals. Expensive.

Picone, via del Greci 43. Scarves, men's ties, shirts, and some shirt dresses of prints designed by this talented painter. Favorite motif is tiny priest in silhouette used in abstract pattern. Medium prices. And while you're in this delightful courtyard, see Bottega del Pantalone for pants and shirts by Bruno . . . and Le Troc, an amusing shop for art nouveau furniture, bibelots.

(Continued on page 3)

Special FI Report: French Pret-A-Porter
French Connections worth making . . . Part II

More listings of top resources for you . . .
selected by FI at the recent Paris fall showings:

Dresses, Coats, Suits

Geral, 15 rue Martel. Tel: 770 6856.
Dresses from \$53.

Pisanti, 34 rue des Petits Champs. Tel: 742
9950. Dresses from \$53.

Dejac, 25 rue de Clery. Tel: GUT 4094.
Dresses from \$53. Coats, reversible, from
\$125.

Anne Marie, 10 rue Richepanse. Tel: OPE
3371. Dresses from \$53.

Serge Perrier, 23 rue du Sentier. Tel: 231
6510. Silk shirtwaist dresses \$57.

Chloe, 71 av. Franklin D. Roosevelt. Tel:
359 1563. Shirtwaist \$44. Other dresses
from \$175. (Same price range as coutur-
iers.)

Junior Dresses

Emesse, 4 rue du General Ferrie in Gren-
oble. Tel: (76) 44 9444. Pleated dresses
\$25-33.

Claude Cros, 70 rue Vielle du Temple. Tel:
887 3470. Sun dresses \$11. Cotton dresses
\$20.

Gadging (designer is Karl Lagerfield), 1
Place de l'Homme de Fer in Strasbourg.
Tel: 322929. Dresses from \$10-22.

Match, 160 rue Montmartre. Tel: 231
5837. Dresses from \$8-22. Pants from \$8.

Jean Dieudonne, 251 rue St. Martin. Tel:
887 0547. Dresses from \$30-40.

Chocolat, 160 bis rue du Temple. Tel: 887
7825. Pleated dresses \$14. Peasant blouses
\$16.

Zibaut, 42 rue Principale in Schiltigheim.
Tel: 33 1350. Dresses from \$35.

Gaston Jaunet, 24 rue St. Augustin. Tel:
RIC 9670. Dresses from \$27.

Mac Tac, 46 rue Vercingetorix, Tel: 783
8707. Dresses from \$27.

Emanuelle Khanh-Troisa, 142 rue Mont-
martre. Tel: 236 5633; Embroidered dres-
ses from \$25. Shirtwaists from \$15.

Junior Sportswear

Clever, 23 rue du Sentier, Tel: LOU 1423.
Cotton pants about \$12. Gabardine jackets
and pants about \$37.

Carolus, 50 rue des Francs-Bourgeois. Tel:
227 5320. Popline blouson and pants \$28.
Peasant blouse \$12.

Synonyme (Jr. line of G. Rech), 112 rue
Reamur. Tel: 236 6640. Voile shirt and
crepe pants \$28. Shirdress \$22. Shirts
from \$7-13.

David MacG., 143 rue d'Aboukir. Tel: 231
2849. Cotton pleated skirts \$18.

Dennet Barry, 46 rue des Petites Ecuries.
Tel: 770 7509. Cotton shirt \$11. (Excel-
lent American agent)

Bercher 2, 21 rue St. Fiacre. Tel: 508
0540. Linen safari jacket \$14. Two piece
silk \$38. Well-cut wool pants \$32.

Gerard Darel, 14 rue des Jeuneurs. Tel: 236
4492. Two-piece jersey \$42.

Billy Bonny, 223 rue St. Denis. Tel: 231
8211. Skirts from \$11.

Frank Olivier, 36 rue des Jeuneurs. Tel:
231 0064. Shirts from \$10-14.

Ko and Ko, 1 rue Palvezy, 87 Limoges. Tel:
32 45 71. Dresses from \$15-33.

Miss Dif-Rene May, 62 rue de Turenne.
Tel: 508 84 70. Ensembles from \$26-33.

Ter et Bantine, 24 rue de Versailles in
Montfort-Lamaury. Tel: (78) 486 0806.
Cotton dresses from \$12. Skirts from \$10.

Cat 5 (Agent-distributor SIM'S Imper.) 14
rue Dieu. Tel: 208 0888. Pique blouson
\$14. Raincoats \$50.

Just Spot, 83 rue Lafayette. Tel: 526 9268.
Cotton dresses, Hawaiian prints. \$10.

Harry Lans, 2 Place de la Bastille. Tel: 628
6391. Skirts from \$13. Blouson from \$17.

Call, 4 rue de la Reale. Tel: 508 1676.
Lame shirts \$13.

Tiburce, 250 rue St. Denis. Tel: 508 5538.
Excellent pants from \$13.

Les Amoureux Terribles, 57 rue Charlot.
Tel: 272 8001. Skirt culotte in gabardine
\$11. Pants from \$12.

Georges Edelman, 117 rue Vielle du Tem-
ple. Tel: 272 0512. Jacket and pants
ensemble in cotton from \$45.

(More to come next month.)

Boutiques are booming (*cont. from page 1*)

For Italian design at boutique level:

Marislaine, via de Corso 94. Exciting, young, but not dizzy. Top quality sportswear. Also silk jersey dinner dresses. Fairly expensive.

Borgognona 22 Boutique (name is address). Fairly new. Good-looking pants suits, coordinates. Medium prices: \$100 for pants suit.

Belier, via del Seminario 84 (near Panteon). Original, young designs. Among others, has best-fitting, hand-crocheted bikini south of the Riviera for \$20. Medium prices.

For leather and suedes:

Gucci, via Condotti 8. Go upstairs to the ready-to-wear dept. for super de luxe skirts and pants. Expensive but enduring.

Skin, via due Macelli 88. New emporium for leathers and sports furs alone or combined in a range of styling from classic to Las Vegas spectacular. Fairly expensive.

Sporting Club, via Frattina 69. Velvety suedes designed by Mario Valentino, the gifted shoe man. Expensive.

Renard, via due Macelli 53. Big effects for relatively reasonable prices.

Choice for the men:

Valentino, via Mario de' Fiori 22 (corner via Condotti). Sportswear, ties and jewelry displayed with chic in tobacco-brown interior, carpeted in moss green, glistening with chrome. Great belts, sweaters. Next door is interesting interior decorating and gift shop, also part of Valentino.

Testa, via Borgognona 23. Suits, coats, sportswear and some of the handsomest ties in town. New branch of Testa via Frattina, long a center for medium-priced, high-style men's clothing. Emphasis at Borgognona is now trading up.

For personal or window shopping:

Noemi, via del Babuino 187 . . . great for non-adolescent women with fashion sense.

Chia, via Bocca di Leone 33 . . . a new shop offering well-cut, well-selected sportswear of their design plus some Emanuelle Khanh.

Il Bestiario on via Borgognona . . . a new decorating and gift shop in the prevailing vogue for sophisticated barbarism.

Good buying offices mean good buys

Part III: Dept. Stores/Specialty Store Groups

These independent European buying agents cater to volume accounts handling a wide variety of merchandise . . . in all price ranges:

London

James Bennett Ltd., 76 Grosvenor St.

Write: Graham Bennett. Tel: 629 7088.

Specializes in high quality, volume specialty stores like Hughes Hatcher; Olgiv's in Montreal; English Sports Shop, Bermuda.

Dean, Warburg, 38 Saville Row.

Write: James Warburg. Tel: 734 9421

One of London's biggest. Also handles some wholesalers. Clients include Joseph Magnin, Bonwit Teller's, Sakowitz, Jacobson's, and Ralph Lauren for Polo.

Gimbel Bros., 24-30 Great Titchfield Street.

Write: Gordon Jenkins. Tel: 637 3931.

Handles large dep't. stores like Gimbels' and Broadway Dept. Stores AND specialty store groups like Saks, Nieman Marcus and Neusteter's.

J.H. Mossdrop Ltd. 28 Maddox Street.

Write: Mr. Bishop. Tel: 629 3067.

Clients include specialty stores with emphasis on men's and boys' wear . . . like Robert Kirk, Archie Brown & Son, the Union of Columbus, Ohio; also Creed's of Toronto, Vanity of Vancouver.

Cyril Terry, 4 Golden Square.

Write: Cyril Terry. Tel: 437 0265.

Handles a varied clientele including Bradlees of Braintree with 51 self-service dept. stores; Norm Thompson Outfitter Inc., a huge mail order sports firm; Hal Lewis Inc., a group of three women's apparel shops.

Ziegler, Ltd. 27 Albemarle St.

Write: E. Edmunds. Tel: 629 1362.

Deals primarily with large dept. stores like Wanamaker's, B. Altman's . . . and fine specialty stores like Henri Bendel & Julius Garfinkel.

Apparel Buyers Ltd. 167 Oxford St.

Write: Mr. John Would. Tel: 734-7541.

Division of a diversified firm called Nigel French, Inc. Has grown fast in 3 years. Retail groups include Contempo Casuals, Casual Corner, Plymouth Shops. Wholesalers include Bobbi Brooks, Jones New York. Now interested only in clients spending over \$250,000/year at first cost.

**More on Fall '73-'74
Fabrics from Interstoff**

Colors: white, grey, camel, beige are key neutrals. Add misty tones, luminous and soft, mauve, rose, lavender, indigo, a greyed green; deepened shades like fuchsia, dark red, cobalt, blue-green, nut brown, russet, gold. For evening, black with fluorescent colors like shocking green, turquoise . . . gold and silver threads added to silk and woolsens.

Fabrics, even when hard finish, have soft, downy surfaces: Mohair, shetland, serge, flannel, Irish wovens; broadcloth; reversibles may have broadcloth one side, the other tweed or whipcord. Lighter weights like wool mousseline, soft jersey, velvet strong for day.

British influence brings tweeds, rustic wovens, plaids, checks in all forms and sizes; fabrics are coordinated.

Jersey returns in full force—newest are fluid.

Plush no longer imitates fur. It may be solid or printed; pile is sheared or thick but always soft. Raincoat fabrics are checked gabardine, printed chintz, cotton or linen in tie silk patterns, geometrics or florals.

The evening is shiny, fluid, delicate: Georgette, crepe plain or satin-backed, chiffon, supple figured fabrics, shiny jersey, silk seersucker, brocades, cloques, soft panne velvet sometimes printed; and, of course, printed or striped lame.

Shirts inspire fabric designers: soft fabrics like viyella, flannel in prints and weaves influenced by menswear . . . checks, plaids geometrics, floral motifs, damasks in tone-on-tone. Velours for day, sometimes solid and often made new by prints, geometric designs, stripes, marbled patterns.

Prints are incredibly diversified: geometrics, chevrons, plaids, stripes. Flowers used alone or overprinted on checks, stripes. Oriental designs—Indian, Persian, Kashmiri—juxtaposed with floral garlands or geometric motifs. Sometimes prints are on diagonal to create bias effect.

FI finds some "fabulous" fabrics:

Below is our list of top fabric collections shown at Interstoff this season from Italy.

Our suggestion—If possible, book your dates through American agent (if there is one). Often he does not have entire collection with him so is happy to facilitate your appointment in Europe. (He gets credits.)

Italy

Rossi, Cottonificia, via Borgo Berga 3 in Vicenza. Cotton checks, small prints, shirting specialist. N.Y. Representative—Axelrode.

Mantero, Ricardo, via A. Volta nr. 74, Como. Great prints on silk, wool. First cost about \$2.25 in 36" width. No N.Y. agent.

Scacchi, Giuseppe, Piazza IV Novembre 1, Solgiate Comasco. Crepe de chine and lame . . . from \$4.50 to \$6.50.

Cantoni, Cottonificia, Corso Matteotti 22, Castellanza. Cotton velours printed in stripes, dots, flowers. From \$2.50 to \$3.50 per meter in 36" widths. Also shirting fabrics of dacron and cotton from \$1.10 to \$1.80 per meter . . . and very light Quiana at \$2.50. N.Y. Representative—Amity.

Roselli, E & C, Via Carducci 11, Olgiate Comasco. Great lames from \$4.50.

Jermi, via del Dosso, Breccia/Como. Wool, angora, nylon mixtures. Also polyester jersey from about \$3.20, very wide.

Bini, Serica, via Carlo Linati 7, Como. Superb crepe, lame, silk seersucker, acrylic jersey. N.Y. agent—Pomezia.

Tesmar, Milan. Acrylic jersey very light, good design. From \$2.60.

Sisan, via Rosolino Pilo 19, Milan. Expensive wool mousseline in fabulous prints. From \$9.00. N.Y. agent—Pomezia.

Bernasconi, S.P.A. via Innocenzo XI 70, Como. Diagonal stripes on wool or silk mousseline, dots, stripes, in brilliant colors. From \$6.00.

Next month—more on Italy, France, Germany.

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